What is claimed is:

1.   A method of matching an utterance comprising a word to a record in a database using an automatic speech recognition system comprising:

(a)   forming a word list comprising a selection of words from said records in said database;

(b)   using the automated speech recognition system to determine the best possible matches of the word in said utterance to the words in said word list;

(c)   creating a grammar of records in said database that contain at least one of said best possible matches;

(d)   using the automated speech recognition system to match said utterance to a record within said grammar.

2.   The method of claim 1 wherein said database is a directory.

3.   The method of claim 2 wherein said record is a listing.

4.   The method of claim 3 wherein the word list includes transformations of said selection of words.

5.   The method of on of claim 4 wherein the utterance is obtained by asking questions of a user.

6.   A system for matching an utterance comprising a word to a record in a database using an automatic speech recognition system comprising:

(a)   means for forming a word list comprising a selection of words from said records in said database;

(b)   means for using the automated speech recognition system to determine the best possible matches of the word in said utterance to the words in said word list;

(c)   means for creating a grammar of records in said database that contain at least one of said best possible matches; and

(d)   means for using the automated speech recognition system to match said utterance to a record within said grammar.

7.   A method of providing a listing to a user comprising:

(a)   establishing communications with a user;·

(b)   asking questions of said user, and obtaining answers therefor;

(c)   by using said answers, determining if an automated speech recognition system can determine the listing;

(d)   using an operator to provide said listing if it is determined said automated speech recognition system cannot determine the listing;

(e)   if said automated speech recognition system can determine said listing, having said automated speech recognition system do so.

8.   A method of automatic speech recognition comprising:

(a)   receiving an utterance;

(b)   recording said utterance;

(c)　　　attempting to recognize said utterance;

(d)　　　if the recognition of said utterance is below a pre-set confidence level, adjusting the gain on said recording and re-recognizing said utterance.

9.　　A method of providing directory assistance to a user comprising:

(a)　　　receiving an utterance from a user;

(b)　　　determining a listing in response to said utterance;

(c)　　　providing an advertisement to said user before providing said listing to said user;

wherein said user is not charged an additional fee for the directory assistance.